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ABSTRACT

To address the issues of drunk driving and failure to use car restraints among teens and young adults, a 21-month-long media campaign has been developed especially for the 15- to 24-year-old audience to compare the effectiveness of paid advertisements and public service announcements. A formative research approach to message design will be used to determine: (1) the nature of messages to which the target audience will best attend, (2) the target audience's media use patterns, and (3) the optimum frequency of media spots. Subjects will be exposed to a single selected media spot identified by safety issue, appeal, and medium, and edited or embedded into a short segment of radio or television programing. Subjects will respond to recall and attitude measures or discuss the spots in a focus group, and will also respond to measures of media use habits and to the appeals used in each medium and the length of message. Once the messages have been designed according to these data, the campaign will be initiated in three midwestern cities. Information regarding this campaign in conjunction with other school or local campaigns will be collected, as will data on the effectiveness of the paid and public service announcements. This approach is unique in that it attempts to shape the media messages to a target audience, uses an interdisciplinary research team, and exploits an inherent link between research and professional commercial advertising production. (HTH)

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THE HIGHWAY SAFETY MASS MEDIA YOUTH PROJECT: A MEDIA CAMPAIGN AIMED AT DRUNK DRIVING AND SEAT BELT USE

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ABSTRACT -
THE HIGHWAY SAFETY MASS MEDIA YOUTH PROJECT:
A MEDIA CAMPAIGN AIMED AT DRUNK DRIVING AND SEAT BELT USE

The dual issues of drunk driving and failure to use auto restraints among teens and young adults are recognized as serious public health problems. This paper describes a twenty-one month study that addresses these problems with a media campaign designed especially for the 15-to-24-year-old audience. This project differs from previous approaches in its effort to shape the media message to appeal specifically to the target audience, in the presence of an interdisciplinary research team, and in the inherent link between paper describes a twenty-one month study that addresses these problems with a media campaign designed especially for the 15-to-24-year-old audience. This project differs from previous approaches in its effort to shape the media message to appeal specifically to the target audience, in the presence of an interdisciplinary research team, and in the inherent link between paper describes a twenty-one month study that addresses these problems with a media campaign designed especially for the 15-to-24-year-old audience. This project differs from previous approaches in its effort to shape the media message to appeal specifically to the target audience, in the presence of an interdisciplinary research team, and in the inherent link between university-based researchers and professional, commercial producers. The intent of the study, designed for the National Highway Traffic Safety Administration, is to compare the effectiveness of paid advertisements and public service announcements. The paper focuses on the project's approach to message design which is built around three key questions: 1) What is the nature of the messages to which the target audience youth will attend?, 2) What are the media use patterns of the target audience?, and 3) What is the desirable frequency of placement of the media spots?

Drunk driving, in combination with the failure to use seat belts, accounts for a large proportion of highway fatalities among fifteen-to-twenty-four-year-olds in the United States. Recently, the scope of the problem has been brought to public attention through efforts to raise the legal drinking age to 21 and through conspicuous, though inconsistent, public information campaigns, such as the one featuring Michael Jackson and his hit song, "Beat It." While the dual issues of drunk driving and failure to use auto restraints are recognized as serious public health problems that have been attacked through a multitude of approaches, there is a paucity of information available on how some of the approaches were designed as well as how they were evaluated. Those few efforts which included some form of evaluation seem to have demonstrated meager success. It is clear that new approaches must be developed.

The Highway Safety Mass Media Youth Project described in this paper is a twenty-one month study that addresses the teens' use of alcohol and their failure to use seat belts with a media campaign especially designed for the 15-to-24-year-old age group. The study is unique as it follows the progress of the media campaign during a twelve-month period of use in three matched markets, evaluating effectiveness in terms of objective, observational and subjective measurements, while also comparing the effectiveness of public service announcements (PSA's) and paid advertisements. Funding has been requested from the National Highway Traffic Safety Administration (N.H.T.S.A.).

This project differs from previous approaches in several ways. Based at the University of Illinois at Chicago, the study features an interdisciplinary team of researchers who have come together to design the media messages and

conduct the research. These academicians have been joined by Grey-North, a nationally recognized advertising agency with experience in conducting public information campaigns on issues involving alcohol abuse. In the project, Grey-North will take responsibility for the actual production of the media spots. However, the project has been designed intentionally to require a collaboration between university-based researchers and agency-based message producers on the nature of the media messages and their placement. Akin to the demand for dialogue between research and production built in to the design of the educational television series produced by the Children's Television Workshop,[1] the organization of this study demands that the research team provide Grey-North with data on the effectiveness with the target audience of various features of existing messages, such as appeals, characters and length, as they relate to the two safety issues, and that Grey-North utilize these data in the production of the media messages to be used in the project's campaign. In addition, the project has been designed to facilitate long-term exposure of the target audience to the media messages; it is an "innoculation" - rather than a "one-shot" - approach.

The intent of this paper is to place particular emphasis on the approach to message design to be employed in the project and to explore the research questions to be addressed, while describing the campaign itself in more general terms.

LITERATURE REVIEW

Safety Issues - Drunk Driving and Seat Belt Use

[1] The organization responsible for "Sesame Street," "The Electric Company," and "3-2-1 Contact," among other productions.

Almost all American teenagers, ranging from estimates of 80-97 percent, have experimented with alcohol (Rachal, Williams & Brehm, 1975; Kandel, Single & Kressler, 1976; Highlights, 1982; Levy & Rasher, 1981). Alcohol is the most prevalent and widely used drug by teens and has consistently held this position. The widespread use of alcohol by young people has been a cause of increasing public concern due to the potential for its direct effect on the health of the youths themselves, as well as to the threat to public safety that results from the practice of driving while intoxicated (DWI).

Accidents, the primary cause of death of children and adolescents in the United States, including those caused by the use of alcohol while driving, are in part due to a combination of variables including environmental factors, adult negligence, product safety and risk-taking behaviors of the victims (Lewis & Lewis, 1984). Jessor & Jessor (1977) indicate in their studies of risk-taking behaviors or "problem behaviors" relating to marijuana and alcohol use in teens that the environment, "especially the existence of models and peer pressure," accounts for the greatest part of the variance ($r=.47$) in predicting the use of substances (Jessor, Chase & Donovan, 1980). While Jessor suggests that problem behaviors are the result of an interaction of three sets of variables, including personality factors, other behaviors, and the environment, it is critical to note the degree of influence that the environment appears to exert on teen participation in activities which can be dangerous or deadly to their health. The aspect of the environment that this study will investigate involves the influence of the mass media. Meanwhile, it is important to mention some figures that sustain the grave public health concerns revolving around teen alcohol consumption and use of motor vehicles.

While national figures estimate that ten percent of adults 18 and over are frequent, heavy drinkers (Promoting Health, 1980), over 14 percent of American youth are "problem drinkers," reporting drunkenness at least six times during the previous year or adverse social consequences because of drinking, including trouble with teachers or the school principal, difficulties with friends, driving while intoxicated, criticism of drinking by a date, or trouble with the police (Williams & Vejnoska, 1981). Aside from the approximately 40 percent greater risk of problem drinking for youths than for adults, another - and perhaps greater - risk factor has been identified by the Research Triangle Institute. They have determined that, "Much adolescent drinking - especially among moderate to heavy drinkers - takes place in or around cars" (Williams & Vejnoska, 1981). In 1982, drivers under the age of 20 were involved in 8,300 crashes where there was at least one fatality, and at least 4.2 million traffic violations were caused by young drivers aged 15-20 (Accident Facts, 1983).

Of all the factors involved in the complex causative web of traffic crashes, injuries, and fatalities, two are clearly recognized to be involved in the majority of these incidents: the use of alcohol and the lack of use of passenger restraints. Although both of these causative factors are addressed via federal traffic safety standards, they also fall into the difficult area of prevention through a behavioral change. Until the driver and passengers of motor vehicles recognize, assimilate, and believe that alcohol is a major cause of highway crashes (Alcohol Involvement, 1982), and that the use of safety belts is an effective preventive measure against injury and death in such crashes (Effectiveness, 1982), it is not likely that behavior regarding these two areas of potential prevention will change.

Although great strides have been made in the past 20 years in crash prevention through federal and state vehicle and highway standards (Effectiveness, 1982), the death, injury and economic toll due to such accidents remains unacceptably high for a country such as the United States (Facts, 1983). The strides that have been made also do not appear to be evenly distributed throughout the population. Although highway crashes, injuries and fatalities have been steadily dropping for the U.S. population as a whole, this drop has not been seen for the population subgroup of those 16 to 24 years of age (Accident Facts, 1983). Crashes and, more specifically, alcohol-related crashes, are the leading cause of death for those in this age group (Facts, 1983). In addition, within this group, young men account for 75% of the fatalities (Accident Facts, 1983). While persons in this group comprise only 20% of the total licensed population and 20% of the total vehicle miles traveled in the U.S. by all licensed drivers, they cause 42% of all fatal alcohol-related crashes (Facts, 1983). Over 2 million alcohol-related crashes occur each year, which result in approximately 25,000 deaths (Facts, 1983) and 700,000 injuries (Accident Facts, 1983). The overall proportion of crashes in the U.S. in which alcohol is involved is one of the highest in the world (Facts, 1983).

Clearly, the use of alcohol by drivers in the 15-to-24-year-old age group presents a great risk not only to others on the road but to themselves as well. Due to finite resources and manpower, even the most comprehensive legislation against drunk driving will not rid us of this public health problem.

Safety belts and child restraints are now considered to be the greatest single method of protection an individual can use against the drunk driver.

However, the use of such occupant restraints is very low in the United States. In an observational study of safety belt usage in 19 U.S. cities in 1981 and 1982, seat belt usage by drivers was found to be 9.9% for those 24 years or younger, 11.6% for those 25 to 49 years, and 12.3% for those 50 years or older (Phillips, 1983). Overall usage rates were slightly different depending on the sex of the driver - 12.2% of women drivers vs. 10.8% of men drivers; for those 24 years old and younger, 13% of women drivers and 11% of men drivers wore their belts. Usage rates were also found to vary significantly by age of car, location, size of car, and whether it was a domestic or import. These differences were similar for those both under and over 24.

The differences in usage rates by age are much more striking for passengers. For those passengers 20 years of age and older, 7.4% were found to use safety belts; for those 13 to 19 years, however, usage dropped to 3.1%. For both adults and teens, usage rates were significantly higher for those in the front seat than for those in the rear seat. No information was available by sex for those in the 20 to 24 year age group (Phillips, 1983).

The effectiveness of safety belts has been investigated on several different occasions and by several different methodologies (Effectiveness, 1982). In summary, lap and shoulder belts are considered to be 50% effective in reducing fatalitites and 65% effective in reducing injuries. Using methods developed by the American College of Preventive Medicine (1984) and National Safety Council fatality and injury estimates for 1982 (Accident Facts, 1983), each 1% increase in belt use among the 15-to-24-year-old population would have resulted in 58 fewer lives lost and 2,656 fewer injuries. It is clear that great benefit would be derived to all if positive behavior changes could be encouraged in the areas of seat belt usage and/or alcohol usage by teens while driving.

Interventions to change behaviors have traditionally revolved around: 1) education, 2) control of access to alcohol, and 3) health promotion approaches. This study addresses the health promotion approach through the use of media, both paid and public service (PSA), to encourage proper use of alcohol and responsibility in decision-making regarding operation of a motor vehicle. The research team will employ formative research in message design and compare the effectiveness of paid media vs. PSA's targeted at the two health issues of drunk driving and seat belt use in three carefully matched cities during a twenty-one-month period.

Mass Media Campaigns

Public information campaigns utilizing the mass media have been conducted to address a broad range of health issues. Most public information campaigns have been built on a knowledge-attitude-behavior (or K-A-B) model, which identifies knowledge (or cognition or information levels about the object of the campaign), attitudes (or the affective or evaluative domains) and behavior (or action regarding the object of the campaign) as areas where potential changes in audience members may be expected. An underlying assumption of the K-A-B model is that increased knowledge about the object of concern leads to altered attitudes about the object, which in turn leads to behavioral change with respect to that object. In other words, the changes in knowledge, attitudes and behavior may be thought of as sequential. The goals of public information campaigns often reflect this theoretical framework in that they aim to affect one or more of the three variables (Blane & Hewitt, 1980; Flay, DiTicco & Schlegel, 1980; Hochheimer, 1981; Wallack, 1980).

The literature reports that most of these campaigns have not been effective in altering behavior, although some have shown modest results in

affecting knowledge levels and attitudes. The apparent lack of measurable behavioral impact of these campaigns is not clearly attributable to any one factor. A combination of questions needs to be answered, including those related to the construction of the campaign and correct placement of the information to reach a target audience. Issues subsumed in the construction of a campaign also include the debate over the presentation of general information, rather than identification of specific actions to be taken by a target audience member to prevent or remediate a health or safety behavior. Another category of questions arises from the methodological problems inherent in the evaluation of the campaigns, rather than the campaigns themselves (Blane & Hewitt, 1980; Hochheimer, 1981; Wallack, 1980). Aside from the refinement of evaluation designs, strategies recommended to increase the effectiveness of mass media campaigns correspond to elements of the information processing model adapted by Flay et al. (1980) from McGuire (1969) for the planning and assessment of mass communication/health promotion campaigns. The model proposes increased attention to the message, to the receiver, and to exposure, or to the conditions under which an audience member is exposed to the message.

In developing a message, simplicity and quality are the hallmarks of good message design. An individual message should be designed to make a single point, rather than to supply multiple pieces of information. The production values of each message must be as high as possible so that the message appears polished and professional. This serves both to attract the attention of the target audience and, in the case of public service announcements, to increase the likelihood that broadcasters will air them. Attention should be given to the approach taken by the campaign. The success of a particular approach

(humor, fear, etc.) varies with the safety issue and, in particular, with the audience or audience segment to which it is addressed (Hochheiser, 1981). Therefore, the approach selected for the campaign must be chosen specifically for the target audience to which it is aimed. When possible, the message should identify a specific behavior to be changd or an action to be taken. For example, Hochheiser suggests the message, "If your friend is drunk at a party, take him home in his car and ask another friend to drive behind to pick you up," as an alternative to, "Friends don't let friends drive drunk," because it specifies a course of action (1981, p. 314).

An essential element of message design is the pretesting of messages prior to conducting the media campaign (Blane & Hewitt, 1980; Hochheiser, 1981; Robertson, Kelly, O'Neill, Wixom, Eiswirth & Haddon, 1974). Many campaigns err by spending a large sum of money on messages designed with an "intuitive" approach to what will work with the target audience, only to discover in the course of the campaign that the message was inappropriate for that audience. Therefore, content factors of messages should be pretested on samples that represent the target audience for the media campaign. In this pretesting, messages should be asssessed for comprehension, appeal, and ability to attract the attention of the audience (Blane & Hewitt, 1980; Flay, DiTicco & Schlegel, 1980).

The characteristics of the target audiences for a mass media campaign must be identified and clearly articulated. This kind of information allows messages to be tailored to reach the specific audience. The more that is known about the audience, the more able the message designer is to shape a message for that audience. Such knowledge may include demographic characteristics, media use habits, knowledge levels and attitudes about the

object of the campaign and other variables that have a potential to affect the campaign or the nature of the message. As an example of how such information may be used, Robertson et al. (1974) conducted a preliminary study prior to their seat belt campaign to determine factors distinguishing belt users and non-users, and then based their TV messages, in part, on these preliminary findings.

Insuring exposure of the target audience to the message must be the central concern of the media research design for any campaign. Campaigns employing public service announcements and dependent upon the good will of broadcasters to air the messages notoriously have been hampered by the tendency to air messages at obscure times when it is difficult to sell advertisements. Jonah and Wilde attribute the ineffectiveness of most mass media public health campaigns to lack of penetration (1982). To address these problems, Blane and Hewitt (1980) suggest that public service media campaigns should be based on professional marketing strategies in public service terms of both message design and message placement.

In summary, the staggering statistics relating to seat belt usage, and the behavioral consequences of adolescent DWI, as well as the brief introduction to the use of the mass media in health promotion campaigns set the stage for the methodology presented in the following section for comparison of the use of paid media with PSA's to effect knowledge, attitude and behavior changes in adolescents relating to drunk driving and seat belt use.

FORMATIVE RESEARCH AND MESSAGE DESIGN

To address the problem of seat belt usage and/or alcohol use while driving, a media campaign using a formative research approach to message

design has been planned. The designers of this media campaign faced the basic problem of creating messages that would attract the attention of the target audience and stimulate a response to the message presented. In this campaign, media messages will be created to address the two safety issues of drunk driving and seat belt use and to attract the attention of teenagers and young adults between the ages of 15 and 24. The complexities of the issues addressed are reflected in the chart in Figure 1. Prior to the production of messages, three key questions must be answered:

1. What is the nature of the messages to which the target audience youth from 15-24 years of age will attend?
2. What are the media use patterns of the target audience?
3. What is the desirable frequency of placement of the media spots?

Answers to these questions will provide information to facilitate both the design of messages specifically geared to our target audience and the placement of those messages.

1. What is the nature of the messages to which the target audience youth from 15-24 years old will attend? - The first step in preparing for the media campaign is to ensure that the audience will attend to the messages that are produced. Message design research indicates that the media messages stand a greater chance of effectiveness if tailored to the age level, interests and other characteristics of the target audience (Solomon, 1979). In this campaign, messages addressing the two safety issues of drunk driving and seat belt use must contain characteristics specifically selected to reach the 15-to-24-year-old target audience. In addition to other characteristics, this audience may be particularly resistant to messages about drunk driving and seat belt use because of the tendency of this age group not to perceive the

"causal relationship between an act and the non-reversibility of its consequences" (Lewis & Lewis, 1984, p. 581). If media messages on these two safety topics are to reach this audience, they must penetrate the audience.

The problem of reaching this audience becomes more complex with the recognition that salient differences among 15-to-24-year-olds may indicate that this group actually constitutes two distinct target audiences: 1) 15-18 year olds, and 2) 19-24 year olds. Differences in lifestyle (members of the younger group are living at home, are enrolled in high school, and are economically dependent on parents while the older group has acquired more independence) and in their legal qualification for driver's licences and access to alcoholic beverages (in states where these privileges are granted at age 18) suggest that these two age groups are dissimilar audiences, especially in terms of the two safety issues with which the media campaign is concerned. It is our task to determine if these differences between the two segments of the target audience affect the receptivity of the respective groups to messages addressing drunk driving and seat belt use and, if so, to take these differences into consideration in developing separate messages on each safety issue for each target audience segment.

A key consideration in the design of the media campaign is the selection of the appeal the messages are to reflect. Other media campaigns have addressed similar safety issues by using fear, risk reduction, peer modeling, celebrity modeling and humor as appeals. It is our task to identify which appeal is best suited to: a) the target audience or segment of the target audience, b) the safety issue (drunk driving or seat belt use), and c) the medium (radio and/or television). In the design of educational media, producers often employ formative evaluation research to address such

questions. Formative evaluation is the testing of a messages during the production process to provide information to the producer that will enable him or her to alter or improve the message before it is placed in final form (Bates & Robinson, 1977; Palmer, 1974).

As a first step in our message desgin, we will conduct a small formative evaluation of previously produced messages addressing drunk driving and seat belt use to learn which characteristics of these messages are most effective with this audience and to assess the responses of members of the target audience to those messages. Permission has been secured from agencies and organizations that have conducted prior media campaigns on these two safety issues to use copies of their media spots for research purposes during the project. Once this evaluation is completed, we will present the findings to Grey-North, our media production sub-contractors, to be used in developing messages for the campaign.

2. What are the media use patterns of the target audience? - One objective of this research is to compare the effectiveness of media campaigns addressing the same safety issues when conducted through commercial advertising or paid announcements, and when conducted as public service or unpaid announcements. The campaigns identified as "PSA" or "paid" will be identical with the exception of payment for the placement of messages in the "paid" context. Such a comparison assumes that: 1) planners of the media campaign have identified the various media and the nature of the media content used by the target audience and the times at which these media are used, and 2) the payment for advertisements will allow designers of the campaign to use this information to control the placement of messages to ensure maximum exposure of the target audience to the messages.

As a research hypothesis, this control over placement may constitute the single measurable variable distinguishing the paid ad and the PSA sites. Regardless, representatives of Grey-North will attempt to exercise some control over placement in the PSA site by undertaking amicable negotiations with broadcasters and expressing a preference on the times at which the spots will air. We predict that such control, while having the potential to enhance the effectiveness of the PSA campaign, will reduce any difference between the two sites.

Regardless, the ability to indicate placement preferences depends on a knowledge of the target audience's media use habits. The advantageous placement of spots requires a knowledge of the media, the programs and the stations or channels selected most frequently by the target audience, and the days and times when the heaviest use occurs. Such information will be obtained by consulting ratings services and by questioning members of the target audience about their media habits. Grey-North, the advertising agency that will produce our media messages, has access to the services of Arbitron, which provides ratings for the three cities selected as sites for the campaign. We will supplement these ratings with information about media use patterns collected from target audience members who participate in the formative evaluation research.

3. What is the desirable frequency of placement of the media spots? - The desirable frequency of placement of messages must be determined so that the messages are repeated a sufficient number of times to ensure target audience exposure, but not enough to satiate the audience. The advisable number of repetitions may differ with the medium, with the safety issue

addressed, and with the segment of the target audience to which the message is aimed. This number may be affected, in the ad site, by budget considerations and, in the PSA site, by the willingness of broadcasters to air the messages.

Production Design Measures

The formative evaluation will be conducted in Waukegan, Illinois, a community selected for its demographic similarity to three test sites, and for its proximity to the campus of the University of Illinois at Chicago. Four hundred and eighty individuals, equally divided by segment of the target audience (15-18 and 19-24), will participate in this phase of the research. An attempt will be made to select equal numbers of male and female subjects within each audience segment. Subjects will be identified through local high schools, a factory and a community college. That members of the 19-24-year-old segment of the target audience are no longer enrolled in high school makes them more difficult to locate than the younger segment of the target audience. Community colleges and factories offer possible sites where members of the older age group may be found. Relying solely on one type of institution, however, may bias the sample either in favor of - or against - socioeconomic characteristics dictating enrollment in post-secondary education. To avoid this bias, half of the older members of the sample will be selected from each of the two kinds of sites.

Procedure

Subjects, in groups of ten, will be exposed to a single selected media spot identified by safety issue, appeal and medium, and edited or embedded into a short segment of radio or TV programming. Immediately after viewing, half of the subjects will respond to paper and pencil measures of recall,

attitudes toward the spot, attitudes toward the safety issues, and behavioral intentions. The remaining five subjects will be asked to discuss the spot in a focus group. These discussions will be recorded on audio tape. The ten subjects in each group also will respond to paper and pencil questions regarding their media use habits. The same procedure will be used to test, on two segments of the target audience, messages addressing the two safety issues using five appeals in each medium, and to test 30 vs. 60-second spots, using the same appeal, in the two media and on the two segments of the target audience. This testing will take place at high schools, a community college and a factory in Waukegan, Illinois, as indicated above.

The data collected in Waukegan will provide two distinct sets of measures. The first set of measures includes self-reported measures of recall, attitudes toward the media spots, attitudes towards the safety issues, and behavioral intentions. Data will be collected in the format of a 5-to-7 point Likert and/or Semantic Differential Scale. The last set of measures consists of subjective data from the focus group discussions. The objective measures will be statistically analyzed to evaluate the effectiveness of the media spots. Information relating to message content and gathered in the subjective manner in the focus groups will be used to gain additional insights into the formation of the design of the media campaign as well as a confirmation of the objectively derived data.

These data will provide the research team with information on target audience awareness levels, attitudes, behavioral intentions, their media choices, and their message preferences towards the safety issues. This information will be relayed to the producers of the media messages at Grey-North.

Once the messages have been designed, the campaign itself will be initiated. Three medium-sized Midwest cities with media markets that do not overlap either among themselves or with other, major media markets, have been carefully matched for demographic characteristics impacting on the two safety issues.[2] Two of the cities will serve as test sites (one for the PSA's and one for the paid ads), and the third will function as a control. A media campaign, utilizing the messages described above, will be conducted in the two test sites over a twelve-month period. A monthly record of highway fatalities in the respective three communities will be maintained prior to, during the course of, and immediately after the media campaign.

Since the primary objective of the National Highway Traffic Safety Administration's effort is to measure the effectiveness of paid advertising vs. public service announcements, the media in which our messages will appear have been selected to facilitate this comparison. We have made the assumption across all media selected that the content of the messages in each medium will be the same in both test sites, such that in one city the message will be a PSA, while in the other city the same message will be a paid advertisement. We have placed our focus on radio and television, two media for which the primary distinctions between PSA's and paid ads is payment for placement of messages. The purchase of broadcast time guarantees that spots will be aired during time slots in which the target audience is listening or viewing. Without paid placement, the time and frequency with which the spots are aired depends, in part, on the good will of the broadcast station. Otherwise, there is no way to ensure that spots are aired when the target audience is tuned in to the medium.

[2] The cities are Kalamazoo, Michigan, Decatur, Illinois, and Terre Haute, Indiana.

Two other activities, coordinated with the dissemination of the media messages, will then take place. The first is the monitoring of existing programs, sponsored by schools, agencies or other organizations in the three target cities, designed to provide education and information to the 15-to-24-year-old target audience about drunk driving and seat belt use. Since media campaigns are most effective when conducted in combination with activities that encourage interpersonal contact and the opportunity to discuss the topic of the campaign, our knowledge of the nature of the existing programs is essential. The components, activities and goals of these programs, identified initially during the planning phase of the project, will be recorded on a continuing basis during the twelve-month campaign. Particular attention will be paid to instances in which existing programs recognize and build upon our media campaign.

The second activity to be coordinated with the media campaign is the ongoing collection of qualitative data to assist in subsequent measurement of the effectiveness of the paid and PSA campaigns. Data falling into two categories will be collected: 1) information that may serve as evidence of the effectiveness of the campaign, and 2) information that may affect, either positively or negatively, the results of the campaign. Much of the information falling into both categories of data will be anecdotal. For example, it may include descriptions of members of the target audience's reactions to the media messages, their repetition of slogans from the media campaign, or their verbalized intent to change behavior with regard to one of the two safety issues. Or it may contain descriptions of any accident involving a member of the target community in which drunk driving was a factor or in which major injuries were avoided because the victim was wearing seat

belts. In each of the three target communities, these data will be collected by an on-site e aluator, who will also monitor the existing, community-based educational programs.

CONCLUSION

The Highway Safety Mass Media Youth Project described in this paper represents an unusual approach to the related problems of drunk driving and failure to use seat belts among 15-to-24-year-old youth. This project is unique because of the effort within its design to shape the media messages to appeal specifically to the target audience, the presence of a truly interdisciplinary research team, and the inherent link between research and professional, commercial production. While the principal task of any media campaign is to reach the audience with the particular message, this project presents a particular challenge given both the target audience and the two safety issues being faced. The strength of this project is in its design and its intent to devote the necessary resources of time and expertise to that task. Through this effort to reach the target audience with the message, the possibility exists that this campaign will play a role in reducing highway injuries and fatalities resulting from drunk driving and failure to use auto restraints among teens and young adults.

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